

MINUTES

REGULAR MEETING OF
CITY OF ALAMEDA ECONOMIC DEVELOPMENT COMMISSION
THURSDAY, SEPTEMBER 15, 2005
7:30 p.m.

CALL TO ORDER AND ROLL CALL

Chairman Kelly called the meeting called to order at 7:30 p.m.

Present: Commission Members Dahlberg, Ezzy Ashcraft, Lindsey, Schmitz and Wetzork

Absent: Commission Member Stieg

Vacancies: Two

Staff: Eric Fonstein, Rosemary Valeska

Following roll call, Chairman Kelly officially welcomed new EDC Member Marilyn Ezzy Ashcraft.

MINUTES

1. Minutes of the Regular Meeting of August 18, 2005

Moved (Wetzork), seconded and unanimous to approve the minutes of the Regular Meeting of August 18, 2005 as noted.

CONSENT CALENDAR

ORAL COMMUNICATIONS – PUBLIC

(None)

UNFINISHED BUSINESS

NEW BUSINESS

Chairman Kelly announced that Item 3 would be taken out of order.

3. Appointment of Four EDC Members to the Economic Development Strategic Plan Update Subcommittee

Four Commission Members volunteered: Dahlberg, Ezzy Ashcraft, Lindsey and Wetzork. Chairman Kelly appointed these four volunteers to the subcommittee. Commission Member Schmitz was requested to be an alternate.

2. Election of Officers for 2005-06

Commission Member Schmitz withdrew his name from consideration as Chair due to business commitments. Moved (Wetzork), seconded and unanimous (with abstention by Kelly) that Chairman Kelly be re-elected as Chair for 2005-06. Moved (Kelly), seconded and unanimous that Commission Member Lindsey be elected Vice Chair for 2005-06.

REPORTS

4. Oral Report: Commission Members Schmitz and Wetzork – EDC representatives to the Transportation Task Forces

Commission Member Wetzork stated that he had nothing to report, as the Bicycle Task Force had not met in the past month. Commission Member Schmitz reported that the Multimodal Circulation Task Force recently participated in an involved workshop with board and commission representatives and stakeholders. Transportation Commission Chairman Knox-White will work with staff to formulate a draft proposal, which will be submitted to the Transportation Commission in about a month, and then on to the boards and commissions and ultimately City Council. Report accepted.

WRITTEN COMMUNICATIONS

5. Recent article from *Sunset* magazine featuring Alameda

6. Recent article from *Via* magazine featuring Alameda

ORAL COMMUNICATIONS – COMMISSION MEMBERS AND STAFF

- Chairman Kelly directed that discussion of a scope of work for a proposed subcommittee for the implementation of the Webster District Strategic Plan be agendaized for the October EDC meeting. Mr. Fonstein stated that prior to a subcommittee being formed, the scope of work would be necessary to properly plan the allocation of resources.
- Mr. Fonstein provided an update on the Theater and Parking Structure project:
 - On August 16, the CIC and City Council denied the appeal of the Planning Board's June 27 approvals, thereby approving the designs of the parking structure and cineplex.
 - On August 16, the CIC approved the construction management contract for the design/build parking structure and the historic theater rehabilitation.
 - September 8 was the submittal deadline for prequalification packages for the historic theater rehabilitation general contractor. Eleven submittals are now being reviewed. A short list will be determined

within a week. Council is scheduled to approve the plans and specs and call for bids on October 18. The call for bids will then be sent to the short list of prequalified firms.

- The Planning Board has scheduled a Special Meeting for Thursday, September 29 for a public hearing on the use permit application for the cineplex. A use permit is required for multiple screens, proposed height and hours of operation. A previous request for a video game room in the historic theater has been withdrawn. The Elks Lodge has been reserved as an overflow room for public speakers as was done at the August 16 City Council/CIC public hearing.
- A public records review by the group opposing the multiplex project is currently underway. At this point in time, no CEQA-challenge lawsuit has been filed, nor is there any current information regarding a possible ballot initiative petition. The City will continue to move forward with the project in the meantime.
- Commission Member Schmitz stated that it is imperative that the City convince people who support the project to get actively involved. This has to be an ongoing effort. He commended Commission Member Wetzork for his recent letters to the editor. Mr. Fonstein cited the City's Theater project website. Commission Member Wetzork cited the new website created by the Park Street Business Association, savealamedatheater.com. Commission Member Ezzy Ashcraft cited PSBA's quarter-page ads in the *Alameda Journal* and *Alameda Sun* and suggested that the City display an enlarged copy of the ad in the front display case of the theater building. She also noted that there is an ongoing problem with trash in front of the theater building.
- Mr. Fonstein stated that on May 19, Sue Russell of Development Services had briefed the EDC regarding the proposed Film Commission resolution; this resolution would be going before City Council on September 20. Mr. Fonstein also noted that filming of the movie *Valley of the Heart's Delight* had recently occurred on Webster Street.
- Mr. Fonstein reported that both streetscape projects were scheduled for completion by the end of October.
- Chairman Kelly stated that this evening, he had signed the thank-you letter to former Library Director Susan Hardie. This letter had been suggested by former Commission Member Abrate at the August 18 meeting.
- Commission Member Dahlberg requested another Alameda Point update from Stephen Proud. Mr. Fonstein stated that this had already been agendized for the October 20 meeting.

- Commission Member Wetzork reminded all present of the Friends of the Parks fundraiser at the O'Club on Saturday, October 8. If you cannot attend, a donation would be appreciated.
- At Chairman Kelly's request, Commission Member Ezzy Ashcraft gave a brief resume. She noted that she had encouraged former City Manager Jim Flint to look outside the City for potential Library Director candidates, which ultimately resulted in the recruitment of Susan Hardie. She also discussed her work with the Library building team and as a member of the Alameda Hospital Board of Directors.

ADJOURNMENT

Meeting was unanimously adjourned at 8:20 p.m.

Respectfully submitted,

Eric Fonstein
Development Coordinator

EF:rv